

SPM #5 (#7): Percent of women enrolled in WIC during pregnancy who initiated breastfeeding.

Relationship to Priority Need(s): SPM #7 relates to Wisconsin's Priority Need #4 - Family and Parenting. The promotion and support of breastfeeding were also identified as health priorities, "Adequate and Appropriate Nutrition" and "Overweight, Obesity and Lack of Physical Activity," in Healthiest Wisconsin 2010, the state's public health plan.

Breastfeeding initiation among women enrolled in WIC during pregnancy was chosen as a performance measure because of several factors. The MCH and WIC Programs in Wisconsin have a history of collaboration to provide services to pregnant women and mothers and infants. Many LPHDs also administer a WIC project, which provides a rich opportunity for service collaboration. Additionally, the WIC Program shares data with the MCH data system. Wisconsin participates in the CDC PedNSS and the PNSS. Data sources for breastfeeding initiation and duration only currently available for the WIC population in Wisconsin.

a) Report of 2003 Major Activities

1. Performance Based Contracting—Direct Health Care Services—Pregnant, breastfeeding women

For CY 2003, several LPHDs selected objectives related to healthy birth outcomes through care coordination services. Breastfeeding education, promotion and support are included in the care for pregnant women and mothers and infants. The provision of breastfeeding information during pregnancy impacts the woman's decision to initiate breastfeeding.

2. Statewide Breastfeeding Activities—Enabling Services—Pregnant, breastfeeding women

Referrals for care continue to and from WIC and MCH. The Wisconsin Breastfeeding Coalition also maintains the Wisconsin Breastfeeding Resource Directory to aid health care professionals in locating appropriate referral sources for breastfeeding mothers who need help.

3. The Wisconsin Breastfeeding Coalition—Population-Based Services—Pregnant, breastfeeding women, the general public

The Wisconsin Breastfeeding Coalition continues to promote breastfeeding as the cultural norm in Wisconsin through public education and awareness. The WIC Program was awarded a grant from USDA, "Using Loving Support to Build a Breastfeeding Friendly Community". This grant accomplished a number of activities that increased efforts to promote and support breastfeeding including increased awareness among the general public. These efforts were undertaken in collaboration with the Wisconsin Breastfeeding Coalition. The activities included: a clinic environment project, staff training, child care module development, materials, and a statewide media campaign.

4. Collaboration and Partnerships—Infrastructure Building Services—Pregnant, breastfeeding women

The WIC/MCH Breastfeeding Coordinator educated providers about the Medicaid policy that provides high quality breast pumps to Medicaid recipients.

See NPM #11.

b) Current 2004 Activities

1. Performance Based Contracting—Direct Health Care Services—Pregnant, breastfeeding women

For CY 2004, several LPHDs have chosen to continue efforts to promote healthy birth outcomes through care coordination. These activities are targeted to pregnant women and mothers and infants. Breastfeeding promotion and support is an integral part of promoting healthy birth outcomes and will result in more women choosing to breastfeed.

2. Statewide Breastfeeding Activities—Enabling Services—Pregnant, breastfeeding women

For CY 2004, an LPHD has chosen to continue to support the peer mentoring program for the support of breastfeeding and reduction of tobacco use and exposure that was begun in 2003. Peer mentoring programs have been found to be very effective at promoting and supporting breastfeeding, especially in populations that are less likely to breastfeed or less likely to succeed with breastfeeding. As part of the Loving Support project, peer counseling will be expanded through ~4 pilots. Additionally, as part of the Loving Support project the two chapters of the African American Breastfeeding Alliance are expanding their membership and planning interventions targeted to African American families.

3. Wisconsin Breastfeeding Coalition—Population-Based Services—Pregnant, breastfeeding women, the general public

The Coalition has adapted a module for child care providers and is promoting its use. The coalition is working on materials to support World Breastfeeding week.

The Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin project include a public awareness campaign that will be aired in Milwaukee in summer 2004. Efforts at supporting women in the workplace are underway as well as a skin-to-skin project to promote this care as it leads to a more successful breastfeeding experience.

4. Collaboration and Partnerships: Implementation of the Loving Support Campaign—Infrastructure Building Services—Pregnant, breastfeeding women

The Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin implementation plan outlines several infrastructure components that are currently being developed. These include the development of a CD-ROM for employers to support breastfeeding, breastfeeding information on the DHFS website, a listserv for Wisconsin breastfeeding advocates, and staff training.

c) 2005 Plan/Application

1. Performance Based Contracting—Direct Health Care Services—Pregnant, breastfeeding women

A number of LPHDs will continue to focus efforts on healthy birth outcomes including increasing breastfeeding initiation and duration rates through prenatal breastfeeding education and postpartum breastfeeding support. Through the Loving Support project, the 10 Steps to Successful Breastfeeding will be promoted to hospitals and birth centers to improve the care provided at the time of birth to improve the rate of breastfeeding success.

2. Statewide Breastfeeding Activities—Enabling Services—Pregnant, breastfeeding women

The peer mentoring and the mother-to-mother support programs will be promoted to LPHDs and local breastfeeding coalitions. The programs will be promoted for use in populations where breastfeeding initiation is low (African Americans and Hmong) and to the general population where breastfeeding duration is low. The

development of local breastfeeding coalitions as well as the implementation of additional chapters of the African American Breastfeeding Alliance in areas of need will be pursued.

3. Wisconsin Breastfeeding Coalition—Population-Based Services—Pregnant, breastfeeding women, the general public

As the Loving Support plan continues to be implemented it is anticipated that a number of LPHDs and breastfeeding coalitions will focus efforts on breastfeeding promotion and education campaigns. The efforts of the Wisconsin Breastfeeding Coalition will also continue to support the awareness of breastfeeding as the cultural norm in Wisconsin.

4. Collaboration and Partnerships: Implementation of the Loving Support Campaign—Infrastructure Building Services—Pregnant, breastfeeding women

Continue to develop and implement the activities as outlined in the Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin plan.